



9KEY

CONSIDERATIONS

TO HELP YOU FIND THE RIGHT
COACHING SCHOOL



Once you make the decision to become a coach, it can be challenging to find the best training program for you. In this easy-to-follow guide, you'll learn the key factors to consider when evaluating any coach training program.

You'll also gain valuable insight into iPEC's ICF-accredited coach training program and what makes its philosophy, curriculum, and approach renowned in the industry.



1	What is the training school's underlying philosophy? _____	4
2	How does the school deliver training? _____	7
3	Does the school offer comprehensive, _____ specialized training?	9
4	How does the school prepare and support you to be successful as a coach? _____	10
5	Is the school an ICF-accredited institution? _____ What is its reputation and track record?	13
6	Does the school "walk their talk" with regards to the value and benefits of coaching? _____	16
7	How long will it take to complete the program? _____	18
8	Does the school provide a research-backed Assessment and Mobile Application for you to use with your clients? _____	21
9	How much does the program cost and what's included in the price? _____	23



Be sure to see the checklist to **easily compare coach certification programs** at the end of this guidebook.

"iPEC was there to help me open my eyes to things I never would have seen."



"iPEC created a safe and encouraging space for me to have profound personal breakthroughs, which was integral to me learning how to create that same transformational space for others."

ANDREA KAO, iPEC Graduate



What is the training school's underlying philosophy?

A school's underlying philosophy and principles should top your list of important factors to consider because if the curriculum does not resonate with you, then you won't be passionate about pursuing it and if it isn't cutting edge for the industry, it won't get you where you want to go.

When you commit to a coach training program, the coursework and instructors need to speak to and align with, your core values and beliefs. When you're fully connected to the school's mission and learning environment, you're setting yourself up to not only reach your full potential as a student but more importantly, as a future coach.

Nearly all coach training schools focus on teaching **traditional coaching** methods, where coaches focus on helping individuals, couples, groups, or organizations to:

- Clarify their goals
- Create action plans and determine next steps
- Hold them accountable to the action plan

While this is effective to get the ball rolling, this approach often results in **short-term** benefits since it doesn't seek to identify or resolve the underlying causes that prevent the client from achieving sustainable success. Without recognizing and resolving those roadblocks, the client will likely fall back into the same patterns of behavior, destined to repeat their old habits, routines, and actions over and over again.

iPEC goes beyond traditional coaching techniques with our unique Core Energy Coaching™ process.

iPEC's unique **Core Energy Coaching™** process.

This transformative coaching methodology focuses on delivering sustainable and lasting change by helping people transform the way they think and feel. Our graduates are equipped with skills, tools, and techniques to dig deep for the underlying causes of their client's challenges and empower them to create the results they desire—ultimately helping them to feel more connected to their inner purpose and passion.

The **Core Energy Coaching** process is the heart of iPEC's philosophy and practice intended to help people be the agent of change in their own lives, instead of simply dealing with unintended outcomes. It's about giving individuals the opportunity to consciously choose their actions and create the things they most want to experience in life.

What are iPEC's Philosophy, Mission, and Values?

iPEC's Coach Training Program is the standard bearer for the coach training industry, providing the most comprehensive coach training available anywhere. **Our graduates go on to assume leadership roles within their organizations and start successful coaching businesses.** iPEC coaches powerfully transform people's lives by using our proven, effective coaching methodology with their clients, allowing them to tap into their thoughts and emotions, ultimately driving new behaviors and actions.

Since founding the school in 1999, Bruce D Schneider has continued to explore the philosophies taught in our program—deepening his understanding, and bringing these lessons back to our trainers. Bruce intuitively knows that coaching is not a set of skills but rather:

- A foundation from which to think and create success
- A perspective and methodology that empowers others to create the lives they choose
- A way of life and a way of being

iPEC's coursework trains you to engage people—helping them become more productive, happier, and fulfilled in their careers and in their lives. You'll learn how to inspire and motivate others to do what they previously felt incapable of doing. **And because we use an experiential model of training, both in and out of the classroom, you will not only develop unparalleled coaching skills but also exceptional leadership abilities that you can take back to your clients, your organization, and your community.**

At iPEC, we believe in “walking our talk,” and we do that every day. Every aspect of our communication, operations, and service is devoted to our most valuable assets: our students, our graduates, and our team. “Walking our talk” means living in complete integrity and always doing more than what's expected. We approach life and business from a “what's right?” perspective (as opposed to “what's wrong”)—recognizing and focusing on strengths and opportunities, not problems and challenges. We believe that the only way we win is if everyone else wins, too. Our graduates continually attest to our ongoing support and inherent philosophy of helping them to reach their goals as a coach, in every way possible.

The iPEC Coach Community has passionately joined with us in our mission of raising the consciousness of the world, one person at a time. The more our community expands, the more conscious the world becomes.



Bruce D Schneider, MCC
Founder of iPEC

"My role and gift in life is not to teach, preach, or convince anyone of anything. I am here to empower others to get their own answers, access their true dreams, and overcome anything that gets in the way of making those dreams a reality."



iPEC's coaching methodology is based on 30 years of research, has been extensively field-tested by some of the best coaches in the business, and is proven to deliver results.

We are constantly evolving—evaluating new cultural norms, scientific research, and consciousness breakthroughs—and using this information to continually refine our program to remain on the leading edge with our training. While the coaching principles we teach remain the same, the application of those principles is updated to meet the needs of an ever-changing world.

Our Core Energy Coaching process is the backbone of our program. By helping clients create “choice” in how they think and feel, we help them break through limiting beliefs, fears, and other blocks preventing their success. In doing so, clients can achieve sustainable and exponentially greater results.

To further assist our students in becoming effective leaders and coaches, and to continue fostering the power of “choice” around thoughts and feelings, iPEC developed **Energy Leadership™**—a process that supports an even deeper shift in awareness and consciousness, which is explored more deeply in Key #8.

The philosophy, skills, and processes we teach enable our students and those they work with, to be “everyday leaders” through recognizing and embracing the powerful influence we exert on others in our lives. Energy Leadership helps you lead by example, with power, purpose, and passion.



How does the school deliver training?

An amazing training program that has all the bells and whistles you could ask for will not do you any good if the material is not presented in a way that makes sense to you. Everyone has a preferred learning style and it is important to consider how well you learn from the format the school provides. When you commit to becoming a coach, a 100% virtual training program will not serve you well.

That's why at iPEC, we recognize that everyone learns and absorbs training materials a little differently. Our goal is to maximize your retention and your success—therefore, we incorporate a variety of training methods in order to engage all types of learning preferences:

- Visual (seeing)
- Auditory (hearing)
- Kinesthetic (hands-on)
- Auditory digital (logic and reason)

Our curriculum includes self-paced modules, independent projects, and group work. Material is presented both in-person and on live webinars, you'll also have the opportunity to strengthen and tone your coaching muscles during your one-on-one mentoring and coach-client sessions. Every aspect of the program is designed to give you a number of ways to absorb, experience, and refine the lessons.

Our Coach Training Program Offers Something for Every Learning Type

Live Client Hours: You'll coach and be coached by your peers—giving you the opportunity to learn and experience both sides of the coaching relationship.

Webinars: Our weekly live webinars are approximately 90 minutes each and are offered at two different times of the day, therefore you can fit it into your schedule at a time that works best for you. You will also have easy access to the recordings if you wish to revisit or review the material at a later time.

One-on-One Mentor Coaching for Skill Development: You'll receive individualized coaching feedback by an ICF-credentialed coach who will offer strategies and suggestions to improve your coaching ability.

One-on-One Coaching for Success: Your Success Coach will help you gain clarity about what success looks like to you as a coach and guide you to the many resources that iPEC makes available to our students.

"The iPEC coach training program has been a life changing experience. If I were to have a choice between every self-help book, seminar, course, or tape I own, I would have to say this course has been the biggest influence for positive change, multiplied by 100, compared to anything I have tried personally and/or professionally."

LUANNE M, *iPEC Graduate*

iPEC's Unique Training Structure

Our program is structured around live classroom trainings, which are delivered in three separate weekend* modules (Friday through Sunday), positioned about twelve weeks apart. Our live trainings are NOT a dull classroom experience; rather, they provide you with an opportunity to practice your skills in a supportive environment, get immediate feedback, and build invaluable relationships with other students in the program.

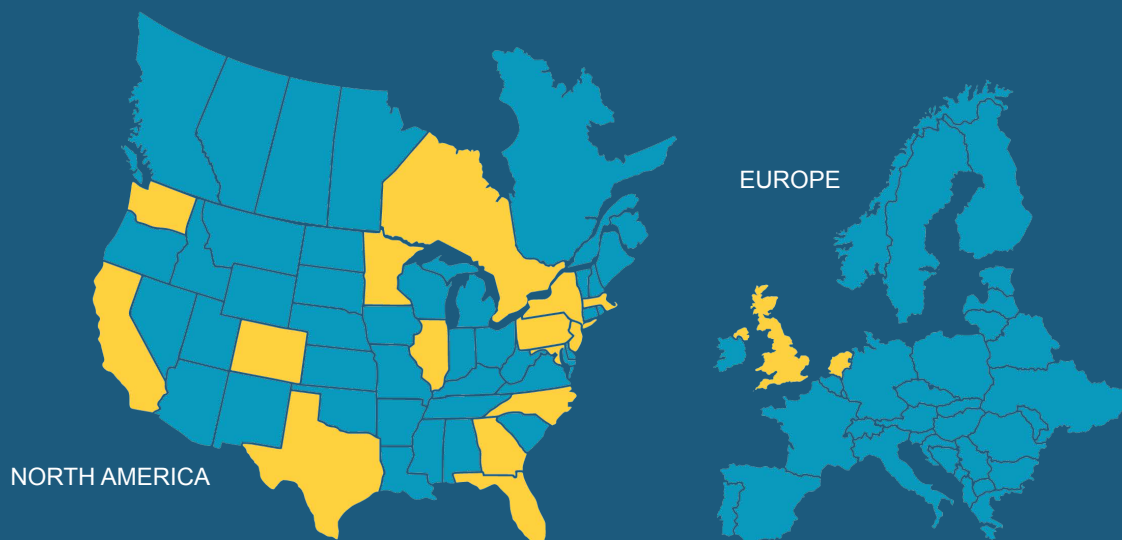
You may find other coach training programs downplay the importance of live trainings—reducing or even eliminating in-person classroom time altogether to cut costs or reduce the overall training time. At iPEC, we believe that in-person training is integral to your success as a student and later, as a coach. Learning in our program is done in a holistic, supportive environment, rather than sending you off to learn the material on your own.

In between these live trainings, you'll apply and integrate what you've learned with webinars that introduce new material and expand on previously learned concepts. You will also work with others as a peer coach, a peer client, and as part of a peer group, on a weekly basis. Additionally, we offer a niche specialty training to help you target and develop skills in your chosen area of expertise. In-between modules, you'll also have plenty of opportunity for self-study, which provides you with yet another component of our robust training, in a way that fits your lifestyle.

Additionally, all of our in-classroom trainers go through a rigorous, iPEC-specific, train-the-trainer program and have obtained PCC-level credentials (500+ hours of coaching) through the International Coach Federation. So whether you travel to the same location for your live trainings or attend each module in a different city, you can expect a seamless experience and the same quality instruction.

* Ask your Admissions Coach about available weekday trainings.

Our high-quality, experiential trainings are offered in a number of major metropolitan locations that are just a short drive or flight away from your location.





Does the school offer comprehensive, specialized training?

The coaching industry is less about “who you know” and more about “who knows you—and for what reason?” In short, the best way to become a go-to coach (whether you’re aspiring to be an entrepreneur or an internal or “in-house” coach) is to become known for your expertise in a specific niche. Far from limiting your options and potential clients, specializing increases your effectiveness and attracts people who will want to work with you.

When you’re evaluating potential schools, it’s important to ask yourself whether they offer specialized coach training.

iPEC’s Specialty Training Tracks

iPEC is proud to offer specialty tracks for all kinds of coaching. All students start with a foundation in **Core Energy Coaching™** and **Energy Leadership™**, which provide you with a solid foundation of coaching skills, systems, and processes, **enabling you to coach anyone, on anything, at any time**. As you progress through the program, you can choose a specialty, an area in which you’d like to focus your coaching and acquire more specific knowledge, skills, and tools.

iPEC’s Specialty-Track Training includes:

- Life Coaching
- Relationship Coaching
- Transitions Coaching
- Health and Wellness Coaching
- Group Coaching
- Small Business & Professionals Coaching
- Leadership: Executive & Management Coaching
- Parents & Teens Coaching
- Couples Coaching
- Sports Performance Coaching

The best part is that you receive **lifetime access** to all specialty-track trainings. If, years later, you decide to refocus on a different specialty, all the materials will be waiting for you.

Advanced Training with iPEC’s Proprietary COR.E Dynamics

You will also learn COR.E Dynamics—a comprehensive approach for raising energy and maximizing performance in four specific areas: **Leadership, Performance, Transitions, and Wellbeing**. When used with clients, this advanced method facilitates significant and efficient energy shifts, both in the moment and after the fact. These energy shifts have a major impact on the client’s overall performance at home, at work, at play, and in any and all aspects of their life.

Once you’ve completed the Core Dynamics program, you’ll gain access to the many resources available to you in COR.E Dynamics, including hundreds of predesigned client exercises and assignments, backend access to the SCOPE™ mobile assessment app, numerous marketing materials, and access to the exclusive One Idea Away publishing platform.



How does the school prepare and support you to be successful as a coach?

When comparing coach training schools, it's crucial to determine how each school supports its students during and after the program. After all, you're not becoming a coach just for fun—you've set out to make a difference in the world and, potentially, tailor a custom career for yourself. So whether you're planning to **work within an organization** or **build your own business**, the school you choose should provide the support and resources needed to make your endeavor a success.

Whether you need business development training or training to coach internally within a company, iPEC has you covered.

Aside from the coach training, you'll want a comprehensive curriculum to include:

- Coaching with a mentor to focus on your skill development—without a surcharge or requirement to find a coach on your own.
- A strong **business development program** so that you are familiarized with key business principles and are comfortable talking with potential clients about coaching and your services.
- Training on how to utilize your coaching skills within an organization, if you plan on being an internal coach.

iPEC's Business & Professional Development Support

We want you to succeed. Not only do we want to empower you with life-changing coaching skills, we also want you to achieve the professional and financial success you desire.

Business Support

If you're planning to start a business as a professional coach, you're not just learning how to become a coach, you're also learning how to become an entrepreneur. Learning how to be a successful entrepreneur should be integrated into any program you consider.

Professional Support

If you're planning on being an internal coach at an organization, you're not just learning how to become a coach, you're also learning how to navigate organizations, employee relations, and being an effective leader. Learning how to successfully navigate this internal landscape should be integrated into any program you consider.

When you enroll with iPEC, you also get access to numerous business and professional development resources. Additionally, you will be further supported for success with the below:

The Success Coach Program

The Success Coach program prepares participants for coaching success—however they define it—through the application of iPEC’s own coaching tools and principles. The program includes three, 30-minute, one-on-one sessions with a dedicated Success Coach, and a private forum where you can connect with other students and share your experiences.

The Business Toolbox

The Toolbox is available to all iPEC participants and contains a variety of templates to get your business up and running. It includes documents such as sample coaching agreements and questionnaires, scripts for complimentary sessions and coaching call prep forms, coaching tools and worksheets, surveys and centering activities, and business development and marketing tools. Tools and resources become available as students move deeper into the iPEC training. Even if you’re not launching your own business, the tools can be adapted and applied internally.

COR.E Dynamics Resources

Completion of the COR.E Dynamics Program gives you access to hundreds of predesigned client exercises and assignments, backend access to the SCOPE mobile assessment app, continuing education learning opportunities, marketing materials, and access to the exclusive One Idea Away publishing platform.

The One Idea Away Publishing Platform

iPEC’s multimedia publishing platform, One Idea Away, brings together a community of people who want to live a more mindful, conscious life. In this collaborative space, our iPEC graduates share transformative articles, videos, and podcasts with a cultivated audience of over 45,000 unique viewers per month (and growing!). Readers get coach-based information that they might not find elsewhere—and our graduates have the opportunity to put themselves in front of an audience quickly and establish themselves as experts in their field.



“I decided to enroll in the iPEC because being from an athletic background, I thought this program could be something people can use to improve performance. However, it is much broader than just athletics. It can be applied to many areas of one’s life. I like the idea of looking at performance, slowing it down, and seeing what might be hindering it. I found this to be especially good with sole performance athletes, such as golfers, tennis players, baseball players, and basketball players working on a specific skill.”

TELECIA ELLIS, *iPEC Graduate*

The SCOPE Mobile Assessment App

Your skill and ability doesn't change from day to day—but your energy level does. And, more importantly, your energy level affects how well you'll perform in everything from public speaking or meeting with a client, to working with a team and communicating policy changes.

The SCOPE app is a mobile assessment that provides you and your clients with a “Performance Factor” that rates your potential to perform to the best of your ability. It's designed to be taken before you undertake any kind of task so you can implement strategies to shift your energy and increase your likelihood of success. So the next time you prepare to speak in front of an audience, head to the gym, or tackle a project, you'll be able to consult the SCOPE app for a quick energy check-in.

And most importantly, SCOPE is an effective tool for working with your clients in an easy-to-use mobile format.



Three Certifications

3x

Whether you decide to start your own coaching practice or bring coaching skills back to your organization or home, iPEC's renowned program and outstanding training team supports you fully. You not only earn three certifications, but also become a specialist in our two research-backed assessment tools that are designed to give your coaching clients an immediate glimpse into their habits and behaviors.



"If iPEC had a magic sauce, it would be composed (or concocted) from this idea of energy. In fact, energy is the common language that graduates learn to speak. And, that's the language that is changing the world, one conscious choice at a time."

MICHAEL TIMMES, *iPEC Graduate*



Is the school an ICF-accredited institution? What is its reputation and track record?

Whether the school you're considering is accredited or not can be an important clue about the quality of its training; it also affects the credibility of the certifications you earn through their programs. Unfortunately, not all coach training schools are accredited institutions.

The International Coach Federation (ICF) is the coaching industry's governing body and sets standards, core competencies, and a code of ethics for coaching and training schools alike. While all accredited programs should follow these standards, not all of them offer training of equal quality. In fact, the training methodology, quantity of classes offered, and quality of instruction can differ greatly from one school to another.

iPEC's Accreditations

iPEC has been an ICF-Accredited Coach Training Program since 2002. That means that upon successful completion of our program, you'll become a Certified Professional Coach (CPC), recognized by the ICF. We are also approved as a Board Certified Coach (BCC) program through the Center for Credentialing and Education—another independent body that sets standards for coach competencies. It is rare to find a program approved by both bodies and we are proud that our training program qualifies for both accreditations.

Our commitment to graduating masterful and successful coaches means that we often exceed many of the ICF and BCC requirements. Upon completion of iPEC's program, you'll be one of the most thoroughly trained and well-rounded coaches in the world.

In addition to our accreditation, iPEC is proud to partner with other educational institutions such as Florida International University and the University of Texas at Austin to offer educational opportunities for their students.

We are also approved to accept GI Bill funds in all 50 states, making it possible for veterans and active duty military personnel to enroll in our coaching programs.

In addition, we have partnered with a variety of state and private organizations to offer continuing education credits for professionals seeking qualified classes to maintain their professional licenses.

Here are a few, but our list keeps growing:



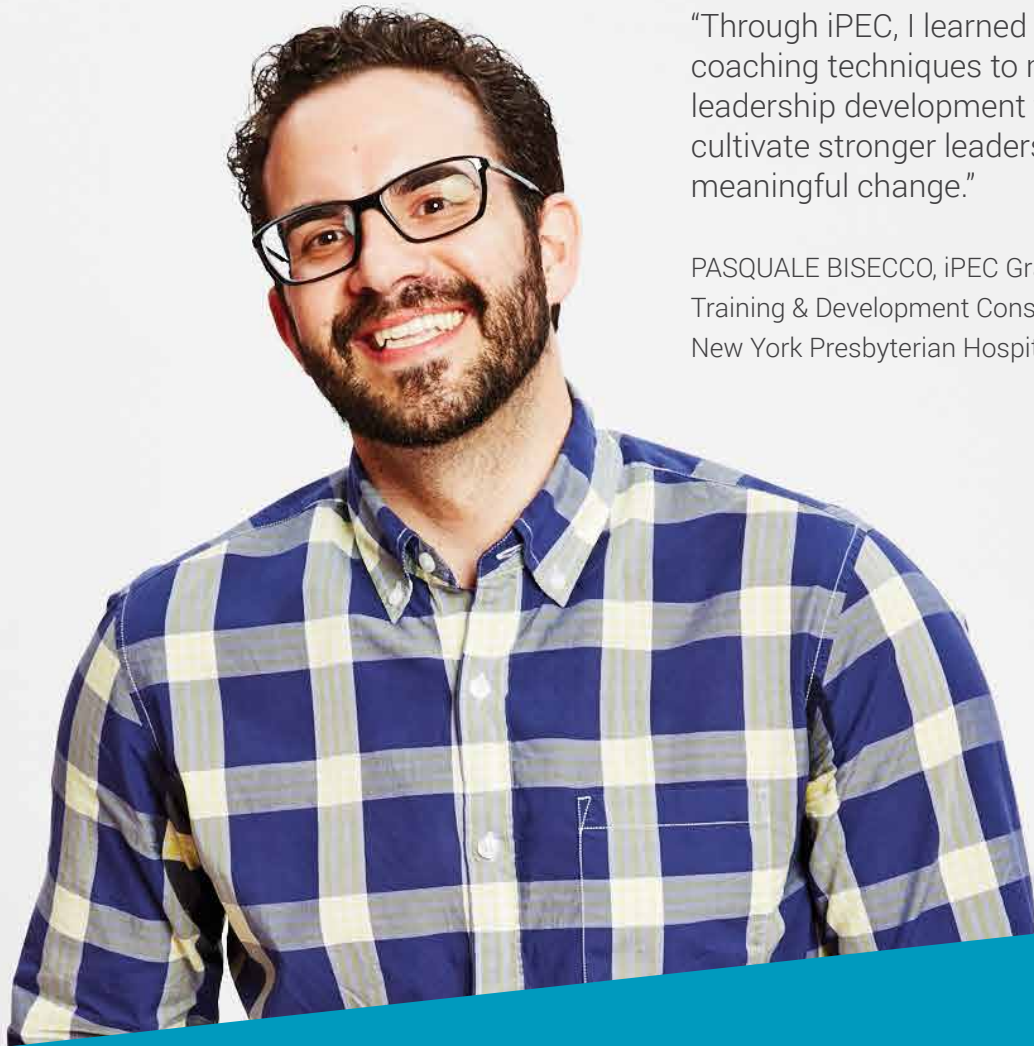
Please ask your Admissions Coach if your organization qualifies.

"Coaches can move you forward
because you feel that accountability."

"By giving talks at
post-divorce "singles" groups,
I quickly realized that
coaching tools could make a
huge difference for people.
Through iPEC's program, I not
only healed tremendously
myself, but also developed my
coaching practice to
powerfully serve others."

MARTIN SALAMA, *iPEC Graduate*





"Through iPEC, I learned how to apply coaching techniques to my organization's leadership development training, helping me cultivate stronger leaders and drive meaningful change."

PASQUALE BISECCO, iPEC Graduate
Training & Development Consultant
New York Presbyterian Hospital

iPEC's Reputation, Testimonials, and Case Studies

Beyond accreditation, the most reliable way to determine the quality of a coach training program is to talk to former students, read their reviews of the program, and research the school's industry standing. If a school is not well represented by its graduates, then it is likely that you will also have an unsatisfactory experience.

As one of the largest ICF-accredited coach training schools in the world, iPEC has a proven track record of success. We have helped over 10,000 graduates launch careers as Certified Professional Coaches in 44 countries, and we offer one of the most comprehensive accredited coach training programs in the industry.

At iPECcoaching.com, you'll find dozens of testimonials and case studies from recent graduates. (And did you know that when you speak with an Admissions Coach at iPEC, you're speaking with a graduate? Feel free to ask them about their experience!)



Does the school “walk their talk” with regards to the value and benefits of coaching?

Coach training school requires a serious investment of your time, energy, and financial capital. It's important to consider whether the program takes its mission and the curriculum it teaches as seriously as you do—in other words, do they “walk their talk.” Comparing the school's public mission and values with the lesson content, ongoing student support, and the attitude of the instructors can help you decide if the school delivers on their promises (and ultimately equips you with the skills and assistance you need to be successful).

At iPEC, we have witnessed the results of our coach training first-hand. **Our curriculum and skills-training can transform your life and help you change the lives of others.** Consequently, every bit of our program, communications, and organizational structure is devoted to increasing the effectiveness of our training and helping you fulfill your potential.

iPEC's curriculum and programs are constantly evolving as we:

- Stay up to date on coaching industry trends
- Enhance our trainings by incorporating new findings and research
- Adjust our program to meet and exceed our students' and graduates' needs

All of us at iPEC firmly believe that we should go above and beyond the promises we make when you enroll. We're not content to merely teach you “how to coach” and then turn you loose. You'll benefit from the same coaching skills you'll learn in our program when we employ them on your behalf to support you through your training, growing your practice, and encouraging you as a fully-fledged coach.

iPEC's Commitment to Conscious Transformation

Our mission is to raise the consciousness of the world, one person at a time. Graduating with your coaching certification isn't the end of the road with us; it's just the beginning of a long partnership to help you succeed in your mission to make a real, tangible difference.

iPEC founder, Bruce D Schneider, didn't just come up with the ideas we teach in our curriculum and call it done. He continues to live and model these concepts each day, deepening his understanding and bringing these lessons back to our coaches and our training materials. He has published three books, *Energy Leadership: Transforming Your Workplace and Your Life from the Core*, *Relax... You're Already Perfect: 10 Spiritual Lessons to Remember*, and *Uncovering the Life of Your Dreams*. The philosophies explored in his books form the core of our curriculum at iPEC, and are the foundation we teach from every day.

Success Coach Program

Whether you're planning to open your own coaching practice, become an internal coach at your organization, or implement your coaching skills in your current career, iPEC walks its talk by including three one-on-one coaching sessions with a Success Coach so you can solidify your goals and take action.

Your Success Coach is a experienced iPEC Graduate who will support you as you create a clear vision of who you want to be and what you want to accomplish as a coach. This individually tailored process will draw out your inner wisdom and normalize what your career transition may look and feel like... for YOU. Through this program, you'll create tangible next steps, as well as an overall roadmap, so you can stay connected, focused and accountable to your long-term goals.

Many students report that the transformational coaching they received through the Success Coach Program sped their progress dramatically and helped them feel even more excited, energized and confident as they step into this new path in their career.



Success Coach Testimonial

"This program helps me stay focused and on track, even with my busy, stressful life."

I'm a mom of three and I work full time in a corporate office setting. I had a vision for what I wanted coaching to be in my life, but I didn't really have a plan for how I was going to get there. I figured I'd take it one step at a time.

My Success Coach helped me set up a tangible roadmap from where I am today to my goal of becoming a full time coach. That roadmap helped ground me, and alleviated some of the anxiety from having such a big goal. She was also so intuitive to ask about me and my personal life. Through that conversation, we found some balance in my health and exercise habits that'll help me be successful in general.

The success coach program makes me feel supported. Having a successful, experienced coach as a resource helps keep me centered in where I am now, as well as on track and connected to my longer term goals.

DANA WRIGHT, *iPEC Graduate*



How long will it take to complete the program?

Coach training programs vary tremendously in the amount of time they require for completion—ranging from just 30 hours of training over a few days, to more than 300 hours over the course of several months.

This is an important distinction because as a coach, your clients will be relying on your support. You want to be certain that you are not only properly prepared to stand in those “important shoes,” but that you feel confident in your coaching skills and abilities. We recommend looking beyond the question “*How long will it take?*” and ask yourself “*How thorough is the training I’ll receive and how do I fit it into my life?*”

iPEC’s Program and Time Requirements

At iPEC, we use a sequential, step-by-step approach to learning, so you learn and grow as a coach, and as a leader, in an easy, natural, and transformative way.

Much of our program is self-scheduled, which makes it flexible and manageable, and allows the majority of our students to complete the program while also working full-time (and managing a full-time life).

We’ve had many graduates from other coach training programs come to iPEC for additional training and they all say the same thing: It’s amazing how well our program works and how much progress can be made within just a few months.

"The next rung up for me was VP, but nothing about that lit me up. With iPEC, I learned I could be happy and successful. I followed my gut and started a coaching business to help children of super-educated immigrants discover their own version of success."

NATASHA LINDOR, *iPEC Graduate*



Phase One: Core Energy Coaching™ and Energy Leadership™

Our students begin with the Core Energy Coaching™ curriculum, which gives them a firm foundation in both traditional and transformative coaching skills. This is combined with Energy Leadership™, a process that supports deeper shifts in awareness and consciousness.

These methodologies are taught through three, in-person, three-day modules, online training, webinars, and group calls. During this time, you'll also become a peer coach and a peer client, so you can experience the coaching process from all angles. Most students, on average, spend 6-8 hours per week on coursework and can earn their first two certifications (CPC and ELI-MP) in about eight months. (In fact, you can begin accepting clients after Module I and those experience hours can be applied to your ICF accreditation.)

While it may be tempting to try and complete the training even faster, learning does take time. Our program doesn't just teach you to how to 'do' coaching; instead, we guide you through the process of 'becoming' a coach. The processes and techniques you'll learn will also transform you—from the inside out—enabling you to show up differently in your life and more effectively for your coaching clients.

During Phase One, you will also gain access to business development tools and coach specialty trainings. We encourage you to choose a specialty and develop a deeper expertise—or even mix and match different specialties to create your own unique specialty. iPEC's specialty tracks include:

- Life Coaching
- Relationship Coaching
- Transitions Coaching
- Health and Wellness Coaching
- Group Coaching
- Small Business & Professionals Coaching
- Leadership: Executive & Management Coaching
- Parents & Teens Coaching
- Couples Coaching
- Sports Performance Coaching



Phase Two: COR.E Dynamics

Our students demand the highest level in coach training and look for an even deeper and more precise level of development so they can continue to coach at the highest level in the industry. COR.E Dynamics™ brings the most elite curriculum of world-class coaching skills to our students and is where you will earn your third certification.

COR.E Dynamics is a proprietary process created by iPEC that seeks to raise energy and maximize performance in these key areas:

- Leadership
- Performance
- Transitions
- Wellbeing

Once you've completed COR.E Dynamics, which takes approximately three months, you'll gain access to even more resources, including hundreds of predesigned client exercises and assignments, the backend of the SCOPE™ mobile assessment app, advanced learning opportunities, marketing materials, and access to the exclusive One Idea Away publishing platform.

Lifetime Access and ICF Continuing Education Credits

Other coach training programs end after you've earned that certification, but iPEC doesn't stop after you've earned your three certifications. Coaching is a way of being, and our students are dedicated, lifelong learners who have asked for ongoing learning opportunities.

Your access to our content, the Hub Student Portal, specialty track training, and coach community is guaranteed for life. And not only that—graduates who participate in iPEC's monthly educational webinars (included) can receive Continuing Coach Education Units (CCEUs) towards ICF credentialing.

"This program has been transformational on so many levels in my life. I don't believe anyone else teaches these principles, and so effectively."

CONNIE E., *iPEC Graduate*

"Through iPEC's powerful Energy Leadership Certification program, I discovered what true leadership is all about, and now I am my own boss who gets to go out into the world to help others develop into strong, passionate leaders. This course completely changed my life, my career, and my future."

KERRI MYERS, *CPC, ELI-MP*



Does the school provide a research-backed Assessment and Mobile Application for you to use with your clients?

During the third in-person module of iPEC's ICF-accredited Coach Training Program, you'll learn our research-backed assessment tool, the Energy Leadership Index, or ELI, for short.

The ELI is an online assessment that measures how an individual perceives and approaches work and life. It's an attitudinal assessment, not a personality-based one, that measures mindset and energy in areas such as:

- Financial Success
- Leadership Ability
- Working Relationships
- Family Relationships
- Work/Life Balance
- Health & Wellness
- Spiritual Connection
- Communication Skills
- Productivity

The ELI assessment is a powerful business and credibility-building tool because it provides your clients with TANGIBLE data. **The assessment takes something intangible—the client's current attitude toward their life—and assigns a metric to it, something your clients can see, measure, and reevaluate in the future to measure their progress.**

When your clients can hold a report telling them how they are showing up in their “normal” day-to-day life, and under stress, it's much easier for them to see where to make the changes necessary to get the results they want. It's also easier for you, as their coach, to explain how your work together will make a tremendous difference, if not all the difference, in how they experience life and navigate toward their goals..

We believe so strongly in the power of the ELI Assessment that we've had it independently studied over the years. The results show that **people with higher E-Factors are statistically more satisfied with all aspects of their lives and are able to engage in all areas of their lives** with more energy, enthusiasm, and passion.





iPEC's Energy Leadership Coaching makes positive impact, even in a BANK!

The finance department was having some difficulties with engagement and our CFO approached me for ideas. I invited him take iPEC's proprietary Energy Leadership Index (ELI) assessment, and he fell in love with it. I've since done the ELI with nearly 100 support staff members on our finance and audit teams — from new college grads to the executive suite.

Almost immediately, we have seen positive shifts in individuals and in the overall awareness and mindset of the teams. A new language around Energy has taken hold around the office. Not only are people noticing their energy levels, but they're talking about it, and they're seeking solutions on how to raise themselves to an even more positive, energetic place. The principles taught by iPEC have enhanced our Change Management programs and have also drastically shifted the culture and engagement in our support departments."

PASQUALE FERRARA, JR., *iPEC Graduate*
Executive Director Human Resources at Rabobank

The SCOPE™ Mobile Assessment App

Unlike the ELI, which measures overall energy, the SCOPE mobile app measures energy in the moment. Designed to be taken before playing, practicing, competing, or engaging in any area of life, the app gives the client a "Performance Factor" that lets them know how energetically engaged they are regarding the task they're rating. The higher their Performance Factor, the more likely it is that they'll perform to the best of their ability.

The SCOPE assessment allows you, as a coach, to understand what your clients need to shift/adjust to increase the likelihood of performing to their potential. Monitored over time, this assessment will reveal the patterns and tendencies that promote optimal performance. It's yet another powerful tool for you to use with your clients to be a more effective coach.

You can actually download the client version of the app and test it yourself (Download from Apple iTunes or Download from Google Play). During COR.E Dynamics, you will receive training on how to support your clients using SCOPE and will gain access to the coach access of the app where you can view your clients assessments.





How much does the program cost and what's included in the price?

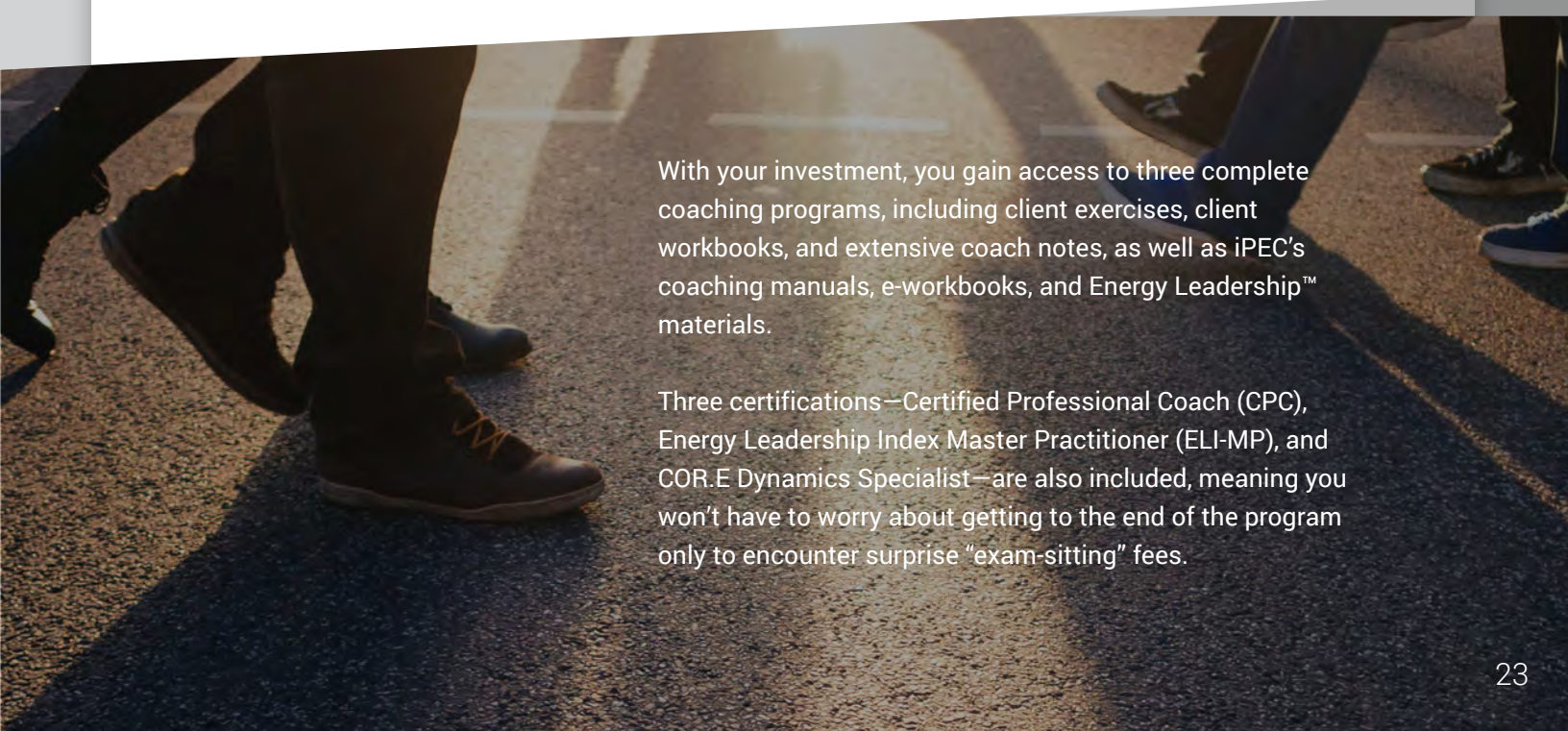
Coach training programs vary significantly in price, with unaccredited programs starting as low as \$2,000 – \$3,000 and accredited programs ranging anywhere from \$5,000 – \$14,000 or more.

The key to understanding the price of a program is to make sure that you know exactly what's included in the cost. Some programs appear less expensive on the surface, but if you study them further, you'll find hidden fees such as having to:

- Purchase prerequisite courses or additional training to earn certification
- Find and hire your own mentor coach
- Purchase additional books or materials
- Pay for business development coaching or business development kits to help you start your business
- Pay for certification exam fees

Tuition for the complete iPEC Coach Certification Program includes:

iPEC values integrity and transparency—and that holds true for our tuition as well. We not only offer more than any other program, but we also make sure that you know exactly what's included with your investment.



With your investment, you gain access to three complete coaching programs, including client exercises, client workbooks, and extensive coach notes, as well as iPEC's coaching manuals, e-workbooks, and Energy Leadership™ materials.

Three certifications—Certified Professional Coach (CPC), Energy Leadership Index Master Practitioner (ELI-MP), and COR.E Dynamics Specialist—are also included, meaning you won't have to worry about getting to the end of the program only to encounter surprise "exam-sitting" fees.

Three (3) ICF-accredited in-person learning modules (90 hours):

- Module 1: Life & Leadership Potentials Training (LPT)
- Module 2: Core Transformation
- Module 3: Breakthrough Coaching

Course Curriculum (200+ hours):

- 60+ webinars—each conducted by experts in the field
- Specialty-specific coach training in the field you choose to focus on
- COR.E Dynamics training in one or more of four niche specialities: Leadership, Performance, Transitions, and Wellbeing
- Available On-demand Training
- Reading, worksheets, and self-study assignments

Practical experience and support (64 hours):

- Peer coaching and peer client practice hours
- 6 sessions (30 minutes each) of skill development and mentor coaching
- Success Coaching

Business development training and professional tools (32+ hours):

- Business development training on how to get your first clients
- License to download more than 200 ready-made and re-brandable client exercises and assignments
- A library of professionally designed marketing materials that can be used in your own business or organization, including presentations, brochures, and flyers
- Access to the Energy Leadership Index (ELI) assessment tool, helping you to be a highly effective coach
- Access to SCOPE™, a mobile app that quickly measures energy in the moment, allowing clients to maximize performance in any area of life

That's over **386+** hours of lifetime access to training PLUS three industry-leading coaching certifications AND two research-backed coaching assessment tools.



iPEC recognizes that enrolling in a coach training program is a significant investment in your future.

We're excited to offer our students a variety of tuition payment options, including **student loans, payment plans, and early enrollment reductions.**

We're also proud to be a **government-approved higher education institution under the G.I. Bill.**

Your all-inclusive tuition is \$11,950

(Canada: \$14,900 CAD, London: £9,250 +VAT, European Union Counties: €9,950)

Click here to request a one-on-one appointment with an Admissions Coach.

Our Admissions Coaches are available to discuss your vision for your future, and answer questions about your specific financial situation Simply call 866.72COACH (866.722.6224) or email admissions@iPECcoaching.com, to schedule an appointment.

At the end of the day, if you're still questioning the dollar signs before investing in iPEC's coach training program, it may help you to know that **you can start working with paying clients right after Module One.** That means you can start earning your return before you even finish the program.

Which coach training school is the best choice for you?

iPEC has been training coaches since 1999. Our program is a living, breathing, evolving entity because our founder, Bruce D Schneider, is still greatly involved in our curriculum and our community. Our mission is to raise the consciousness of the world, one person at a time.

We know that you won't be satisfied with a limited education that brings you limited success. It's important to all of us at iPEC, that you have the opportunity and resources to live your UNLIMITED potential.

Which coach training school is the best choice for you?

To help you make the most informed decision, use the checklist below to see how each training school measures up to our 9 Key Considerations.

	Consideration	iPEC	School 1	School 2	School 3
1	Philosophy of the Training School	●	○	○	○
2	Training Delivery	● In person & distance training	○	○	○
3	Specialized Training	●	○	○	○
4	Training and Support to be Successful	●	○	○	○
5	ICF Accreditation, Reputation & Track Record	●	○	○	○
6	Champions the Value and Benefits of Coaching	●	○	○	○
7	Time to Completion & Time Commitment	● 7 months	○	○	○
8	Research-Backed Assessment and Mobile App?	●	○	○	○
9	Price & What's Included	● \$11,950 All-inclusive	○	○	○



866.72COACH
iPECcoaching.com

149 Avenue at the Common
Suite 202
Shrewsbury, New Jersey 07702

Gina Costa-Goldfarb
iPEC Graduate